

**Project Graduate Committee Meeting  
CPE Offices, Room A  
1024 Capital Center Drive, Suite 320  
Frankfort, KY  
10 a.m. – 12:30 p.m.**

**January 20, 2009**

Welcome and Introductions: Sue Patrick

Attending: Sue Patrick (CPE); Susan Goddard (CPE); Amy Anderson (CPE Intern); Bruce Brooks (CPE); Mason Dyer (AIKCU); Vicki Culbreth (NKU); Dan Connell (MoSU); Catron Burdette (WKU); Cecile McKinney (UK); Roosevelt Shelton (KSU); Phil Greasley (UK); Lisa Cox (EKU); joining by ITV: Crystal Riley (MuSU); joining by conference call: Jenny Sawyer and Brian Bennett (UofL).

KALI Update: Dr. Mike Seelig, Interim Vice President for Academic Affairs, was introduced and presented the Kentucky Adult Learner Initiative (KALI). Copies of the 1/8/09 DRAFT recommendations were distributed. Two of the Project Graduate team members, Vicki Culbreth (Flexible Academic Programming) and Dan Connell (Credit for Prior Learning), were recognized for their work on the KALI Policy Work Groups.

- Dr. Seelig distributed the chronological outline of the Lumina Grant which helped support this initiative and planning effort.
- He outlined the 2008 ALFI study, a survey of the campuses on adult learner friendliness.
- Three separate study groups focused on three areas of challenges to adult learners: credit for prior learning; financial aid; and, flexible program delivery.
- Representatives of these groups include a broad array of individuals: state legislators, K-12, higher education and businesses.
- Dr. Seelig informed the group of the opportunity for input. Send comments to Sue Patrick, Mike Seelig or Melissa Bell by the end of this month.
- One challenge with the recommendation is funding—the need to identify and prioritize recommendations that are low cost or no cost until money can be identified.
- Question: Did the committee discuss further types of incentives to corporations and businesses that provided education benefits?  
Answer: These recommendations will require more focused planning outside of this particular policy recommendation. The Chamber of Commerce and private enterprise are committed, but challenged right now due to economic times.

One of the next steps (within the next year/year and a half) may also include a Lumina Grant to help fund some of the recommendations.

Dan and Vicki discussed:

- The ALFI survey completed by the institutions and community colleges. It involved CLEP, military credit, portfolio for prior learning and making faculty more aware of this process.
- Flexible programming.
- Prior learning experience (work experiences, volunteering, personal experiences, internships) and how to quantify when relating to a course.
- Jenny discussed the CLEP and AP policies. It was mandated that if a student met the ACE level in CLEP that the universities had to give the student some type of credit.

### **Institutional Spotlight**

- Eastern Kentucky University – Lisa Cox

EKU has 20 graduates; 72 are registered for classes this Spring. She has over 300 contacts in the database right; 185 qualify for Project Graduate, the other half does not. The resources are not there to monitor and track them all.

EKU has revamped its home page and has a new look; however, her prior link (“Finish what you started”) is now gone—her goal is to restore the link. She is looking at language proficiency, veteran status, tuition assistance, start date, flexibility and a variety of other things.

She uses Kentucky Virtual Campus to obtain enough online courses for her students. The transfer center at EKU created an equivalency chart for her, so she now has a complete listing of what online courses are offered this spring.

Although Lisa wants students to come to EKU, her goal is for them to finish their degree. Students appreciate that attitude.

Lisa uses a “Frequently Asked Questions” page with links; it generates responses and aids in her communication efforts.

Lisa shared a draft of a survey in which she hopes to gather information from each institution: How do potential Project Graduate applicants enter and go through the process? What happens to ineligible students? She will send to everyone electronically.

Lisa’s student survey response rate is 18%; she received 840 out of 4800+ surveys.

Look creatively at degree audits to see if there are exceptions to the policy. If you can reduce someone’s degree completion—even by 3-6 hours—the student is very happy.

## **Institutional Reports**

- Kentucky State University – Roosevelt Shelton

KSU currently has 23 new students for the spring semester who are pursuing degree completion; a total of 41 students; 5 students graduated last December. They anticipate that 9 students will complete their degrees at the end of this term. Out of all the students that have applied, only two were not eligible for Project Graduate.

KSU has used mass mailings, postcards, phone blasts and e-mails but does not believe these are as successful as their Web portal. Project Graduate is listed in a very prominent place on the KSU homepage with a link to the PG website.

KSU is getting ready to begin a virtual one-stop shop concept. The PG program will be placed under that virtual environment. PG students will be able to apply and be fully serviced online once the site is completed. Most of their students surveyed are looking for traditional methods of taking a class (evening, weekend, day, etc.) rather than an online class.

Ninety-nine percent of their students opt for a complete degree instead of the professional areas. Two faculty representatives serve on the action team with PG staff. They also have a designated counselor (Juanita Burrell) who serves as the ombudsman for PG applicants. Her duties were split; she was initially a transfer counselor and now also works for Project Graduate. Ms. Burrell performs degree audits and makes recommendations on what options students should pursue in the Liberal Studies degree.

Impediments to pursuing professional degrees are prior learning credit, gaining access to courses (they don't have a large online component) and lack of flexibility.

To date, Roosevelt has not seen the ALFI survey to be able to comment on numbers; it is still in the Office of the Provost.

Various KSU representatives will meet Thursday to review the KALI report and discuss ways to make positive changes on campus.

- Morehead State University – Dan Connell

MoSU had an approximately 16-17% response rate on their student survey.

They do not have PG numbers today as they are in the process of hiring a coordinator for this effort.

MoSU has had a lot of interest in Project Graduate and the adult learner initiative. They presented to the Provost Council and the President's Cabinet to gain awareness. They are assessing results from the institutional and student survey for a more focused approach with the adult learner for the spring semester.

Students are responding to Project Graduate, but are oftentimes contacting departments directly or going through university studies (their completer program).

Lisa Cox mentioned TRIO and asked how many EOCs (Equal Opportunities Centers) are there in Kentucky? Dan replied: Three (one at Western, one at Kentuckiana Works and one at Morehead). Vicki mentioned that there is also one at the University of Cincinnati that serves Northern Kentucky. Lisa said that since EOCs help adults gain access to higher education and work with employers they can greatly impact adult students.

- Murray State University – Crystal Riley

She stated that she doesn't have any numbers to report today, but that Project Graduate is continuing to move forward. She is now advising for the Bachelor's of Integrated Studies Program.

- Northern Kentucky University – Vicki Culbreth

NKU has an approximately 18% response rate on the student survey.

NKU had 2 additional graduates for fall semester and expect 6-8 for the spring. They have 28 currently enrolled in the spring term (three of whom are new to them). They have kept 28-30 every term.

A large portion of students are coming back to their former degree (History, English, Psychology degrees, etc.) instead of the completer degree--possibly due to special catalog consideration.

NKU plans to work with associate degree holders. They had not ever communicated with them directly, because they didn't want to insinuate that the associate was meaningless. Bruce developed a postcard for them. She does think this will generate some new leads.

She is getting most of her students from internal contacts (advisors, etc.). For more awareness, she presented to the Dean's Council and a retention work group. She said people at NKU like and respect Project Graduate and things are going well.

Vicki was asked by others about the implications of accreditation as colleges across the state are making exceptions (such as letting people graduate under the requirements of a degree they started twenty years ago). Vicki responded that SACs is agreeable with

Project Graduate as long as the spirit of the degree requirement has been met and is approved by department chairs; NKU is currently in the accreditation process.

NKU has a \$1,000.00 scholarship--exclusively for Kentucky Project Graduate. It is distributed in \$250.00 increments per term.

- University of Kentucky – Cecile McKinney

UK is primarily concerned with the success of the student. UK's Project Graduate currently has 329 eligible students and 3-4 times as many non-eligible ones. They try to do a contact sheet on each student and likes the idea of having an online profile sheet.

For a week in November, Project Graduate was on the UK home page and it generated a lot of interest. On the Adult Student Services Web site, they have a link called Student Checklist which is a step-by-step process for student enrollment. The first step is completing a FASFA (which is also a part of the KALI recommendations).

Cecile said that UK did a Project Graduate radio spot, but would like to see more statewide commercials and newspaper initiatives.

Cecile commented on UK's excellent PG team--Jerry and Chase (student assistant) are doing a remarkable job. Their program has also been successful due to the buy-in of their academic advisors, faculty and degree programs.

UK offers an incentive for PG students--they waive the student application fee. Sometimes the Office of Adult Student Services can "back track" on the student's application process and remove the fee even if not the first point of contact.

Cecile said there had been talk of more funding for marketing initiatives (postage, etc.); contact her know if that is a possibility.

UK's students are interested in online courses, but the vast majority request correspondence courses. Cecile told the group if online courses aren't meeting their students' needs to be sure to check out UK's Independent Study Web page.

- University of Louisville – Jenny Sawyer and Brian Bennett

UofL's Project Graduate currently has 116 students this semester; 42 of those are first-time students. They had two additional graduates in December; which brings her total to 14. UofL's degree application deadline is January 30, so there are no totals for spring yet. Jenny will get back to us regarding the data.

They are in the middle of doing the ALFI Assessment; Brian Bennett is still working on the follow-up and outreach portion.

UofL is evaluating transfer services and looking at restructuring—including Project Graduate's location. It began as an enrollment management function and was moved to admissions. Support at the academic unit level is needed to allow exceptions for students, quick turnarounds and the out-of-the-ordinary approach needed.

U of L is finished with its institutional piece, but it is not in written format. They are already administering the student piece and have about 90 responses.

- Western Kentucky University – Catron Burdette

WKU has been sending out postcards with a good return of student inquiries.

WKU is trying to streamline their courses, extend them online and incorporate their program with Banner. Students aren't applying for admission until they've talked to advisors; this does cause the process to slow down.

Catron would rather not submit numbers at this time as Banner and Excel spreadsheets aren't matching up. She needs to check the data.

Postcards: WKU is getting a QAS system up and running so that it automatically populates the correct addresses from the U.S. Postal Service; this should greatly reduce returned mail. Other successful venues have been the Alumni Magazine and word of mouth.

Although many students are interested in their actual major, whatever gets them in and out with a degree is what they are looking for. It also varies and depends on what credits the student already has (whether it's their major area or in general education).

Project Finish was in enrollment management, but has now been moved to admissions—where she is located; they are examining how to streamline this program. Currently, they cover the adult learner, correspondence studies, distance learning, extended campuses, etc.

WKU waives application fees for Project Graduate students and for all returning students.

Lisa and Cecile mentioned that they would also like to see some monies (possibly from Lumina) reserved to reimburse students for transcript fees and scholarships.

- AIKCU – Mason Dyer

He plans to contact the independent colleges to see what each is doing specifically with Project Graduate.

Campuses are very active and have announced new initiatives for folks being hit by economic conditions. Pikeville College, St. Catharine College and Campbellsville University have all announced free tuition for individuals in their service areas who have been laid off within the last 90 days; they could attend unfilled classes in the general education area.

Campbellsville is also offering their adult program at community college rates; down to approximately \$250.00 per hour; Georgetown College has a similar initiative.

He also shared an article he'd read recently about a former Lindsey Wilson College student, a WWII Veteran who left for the war just prior to completing his degree. The college president traveled to this gentleman's home state, Oregon, to award his degree.

### **Outreach and Next Steps**

Sue Patrick would like to get some publicity on the 100<sup>th</sup> Project Graduate student. If she could get the final numbers from everyone she will write the press release--that we have 100 graduates on the heels of the KALI Report. She still needs numbers from Catron, Dan, and Cecile.

Bruce added that if projections are correct, they may have already achieved over 100.

Sue needs:

- 1) How many students graduated in December?
- 2) How many students did you enroll this Spring?
- 3) Projection on how many students you anticipate will graduate this spring.

Sue mentioned that CPE would like to issue an RFP or an MOA to help institutions with Project Graduate. There was \$450,000 recurring annually in college access, but that amount is down to \$300,000 annually (for GED, Project Graduate, Transfer, KnowHow2Go, and Gear UP). UPDATE: The fund is now down to \$215,000 annually.

Any money distributed to institutions would be earmarked specifically for the PG program and be awarded to the Project Graduate advocate.

Phil mentioned that it may help to ensure the future success of this program if students served and credit hours generated were identified and a dollar amount was attached. This needs to be performance-based and show the revenue it generates for the system.

Cecile shared how she estimates the revenue PG generates using undergraduate, Kentucky rate without the mandatory fees (just base-rate tuition) per credit hour rate. It may be harder though for Western and UK to figure this rate due to their independent study programs.

Bruce discussed several projects with the group including rack cards which may need to be targeted to faculty and counselors across the institutions. Please provide feedback and the volume needed throughout the course of one year.



Bruce also informed the group about print ads that are available (these direct students back to the state Web site.)

Please contact Bruce if you want postcards. (Northern and Morehead want more this spring.) CPE needs to contact UofL and Murray.

Public radio spots: CPE has bought a sports package to target adult learners. The first ad ran on Gillespie's radio show last week. These are very generic in nature to target all adult audiences.

Please send Bruce samples of distribution materials, etc. from each university for the archives.

**NEXT MEETING DATES:**

**June 10, 2009, 10 a.m. to noon (EDT), Council offices**

**October 14, 2009, 10 a.m. to noon (EDT), Council offices**

Prior to each meeting, Susan will send a reminder.

For phone conference or ITV connections, please let her know one week in advance.

Susan will post the agenda and materials on the web. If anyone would like materials distributed at the meeting, send those to her and she will post on the web and copy for group distribution.

The meeting was adjourned.